



WSYX Columbus
1261 Dublin Rd
Columbus, OH 43215

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 13/3665
Schedule Dates 09/19/12-10/02/12
Advertiser Stivers Congressional District 15 (33042)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2698 9/19-10/2/2012 (473705)
Salesperson HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1
Sales Office WSYX/WTTE/ESYX/WWHO
Buyer Name Eversole, Whitney
Phone/Fax /
CPE 2698
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments WSYX

Date Entered 09/17/12
Last Modified 09/17/12
Entered By Dawn Hachtel
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,067.50
Net Total \$17,382.50
Sales Tax

Columbus (WSYX)

By Broadcast Month	Spots	Rate
Sep. 2012	33	\$16,350.00
Oct. 2012	9	\$4,100.00
Grand Total:	42	\$20,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/19/12-09/19/12	3	:30	5:58A- 6:57A (EST)				1					1	\$300.00	\$300.00	Columbus (WSYX)	6A GDC	9/17/12
2.0	Normal Line / SPOT	09/24/12-09/27/12	3	:30	5:58A- 6:57A (EST)		1		1	1				3	\$300.00	\$900.00	Columbus (WSYX)	6A GDC	9/17/12
3.0	Revised Line / SPOT	09/20/12-09/20/12	3	:30	12P- 1P (EST)					1							Columbus (WSYX)	NOON NEWS	9/17/12
3.1	Normal Line / SPOT	09/20/12-09/20/12	3	:30	12P- 1P (EST)					1				1	\$325.00	\$325.00	Columbus (WSYX)	NOON NEWS	9/17/12
4.0	Normal Line / SPOT	09/24/12-09/27/12	3	:30	12P- 1P (EST)		1	1		1				3	\$350.00	\$1,050.00	Columbus (WSYX)	NOON NEWS	9/17/12
5.0	Normal Line / SPOT	09/25/12-09/27/12	3	:30	6:58A- 9A (EST)			1		1				2	\$300.00	\$600.00	Columbus (WSYX)	7A GMA	9/17/12
6.0	Normal Line / SPOT	10/02/12-10/02/12	3	:30	6:58A- 9A (EST)			1						1	\$300.00	\$300.00	Columbus (WSYX)	7A GMA	9/17/12
7.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	12P- 1P (EST)		1	1						2	\$350.00	\$700.00	Columbus (WSYX)	NOON NEWS	9/17/12
8.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	5:30P- 6P (EST)		1	1	1	1	1			5	\$500.00	\$2,500.00	Columbus (WSYX)	5:30P NEWS	9/17/12
9.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	5:30P- 6P (EST)		1	1						2	\$500.00	\$1,000.00	Columbus (WSYX)	5:30P NEWS	9/17/12
10.0	Normal Line / SPOT	09/24/12-09/28/12	3	:30	6P- 6:30P (EST)		1	1	1	1	1			5	\$500.00	\$2,500.00	Columbus (WSYX)	6P NEWS	9/17/12
11.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	6P- 6:30P (EST)		1	1						2	\$500.00	\$1,000.00	Columbus (WSYX)	6P NEWS	9/17/12
12.0	Revised Line / SPOT	09/30/12-09/30/12	3	:30	6P- 6:30P (EST)								1				Columbus (WSYX)	6P NEWS	9/17/12
12.1	Normal Line / SPOT	09/30/12-09/30/12	2	:30	6P- 6:30P (EST)								1	1	\$700.00	\$700.00	Columbus (WSYX)	6P NEWS	9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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13.0	Normal Line / SPOT	09/24/12-09/27/12	3	:30	11:01P- 11:34P (EST)		1	1	1	1				4	\$550.00	\$2,200.00	Columbus (WSYX)	11P LN	9/17/12
14.0	Normal Line / SPOT	10/01/12-10/02/12	3	:30	11:01P- 11:34P (EST)		1	1						2	\$550.00	\$1,100.00	Columbus (WSYX)	11P LN	9/17/12
15.0	Normal Line / SPOT	09/20/12-09/20/12	2	:30	6:58A- 9A (EST)					1				1	\$375.00	\$375.00	Columbus (WSYX)	7A GMA	9/17/12
16.0	Normal Line / SPOT	09/19/12-09/21/12	2	:30	5:30P- 6P (EST)				1	1	1			3	\$700.00	\$2,100.00	Columbus (WSYX)	5:30P NEWS	9/17/12
17.0	Normal Line / SPOT	09/19/12-09/21/12	2	:30	6P- 6:30P (EST)				1	1	1			3	\$700.00	\$2,100.00	Columbus (WSYX)	6P NEWS	9/17/12
18.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	6P- 6:30P (EST)								1	1	\$700.00	\$700.00	Columbus (WSYX)	6P NEWS	9/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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